

## Media Plan for Fire Training Exchange, Niobrara Valley, March 7-23

First call: February 3, 2014

### **Fundamental Facts:**

Here are a few bits of info:

- We aim to burn 7100 acres on TNC land and 2200 acres of assist burning on private land
- Additional Engines from USFWS and local agency is planned
- ~35 folks the 1st week and ~75 the second week
- We'll plan to staff two full and separate burn crews the week of March 17th and conduct Simultaneous ignitions if appropriate
- Jeremy Bailey will be IC from 3/8-18/2014, Scott Moats will be IC from 3/19-21/2014, Jim Wills is the Deputy IC from 3/8-22/2014
- Intent is that Jim Wills will be the Active IC and mostly in Charge and Jeremy and Scott will provide oversight
- Chad Bladow will be Operations Section Chief and a Burn Boss, Brian Faith will be Training Officer and Media Liaison, Margret Click will be Safety Officer
- TNC Volunteer Guy Duffner from our SLC office will be assisting Brian Faith with media coordination and development of key messages
- Rich Walters is the Preserve Manger and will be serving as the Agency Administrator and resource specialist
- We will have at least two TNC Burn Bosses the whole two weeks

### **Media Team:**

Jeremy Bailey  
Tracey Nelson  
John Schwedler  
Wendy Fulks  
Sandy Benson  
Guy Duffner  
Brian Faith  
Anu Kramer  
Rich Walters  
Jason Skold  
Jill Wells

Others?

### **Local Media Plan**

- Press release to local newspapers and radio (information, smoke in the air)
- Final release summarizing results to local media
- Sandy Benson's monthly column?
- Set up a time next season for local media to come out and see the results of the burn
  - Brad Fiala the Fire Chief at Ainsworth is willing to go on radio or newspaper interview supporting prescribed fire.
  - Student authored story to Niobrara NPS newsletter (ask for link to NPS homepage)

## **Statewide Media Plan**

- Prairie Fire*
- Nebraska Public Radio
- Omaha World-Herald* and/or *Lincoln Journal-Star*
- NEBRASKA Land
- Agricultural publications

## **TNC Digital Plan**

- Set up tweets from Jeremy, trainers, and students during the training, with photos
- Feed to nature.org page
- April GPN story for each state where students come from, plus NE

## **External Media Outreach at large**

- Media outreach to Alumni Mags of universities
- Media outreach to science reporter Chris Joyce of NPR
- ABC News

## **Messages**

- Incorporate Fire Adapted Community Messaging (Wendy, Sandy)

-2012 Fires – discussion points

“We recognize the hazardous conditions that exist that lead to fires like the ones we all experienced in 2012. We are working hard to manage our property with thinning, grazing and controlled burns that will reduce the hazardous conditions and an improve forest and grassland health along the Niobrara River and in the Sandhills.”

-Educate the public on why fire is good. Some of the people who lost their homes still don't see why. We will promote working *ahead* of the fire – so that when disaster does hit it finds reduced fuel load, thinned pine trees. (FireWise with homes.)

-This effort is a coalition of nat'l organizations. TNC & FLN are networks; this represents an interorganizational public/privated effort. Emphasize diversity of people working on this project.

-Benefits to habitat and wildlife

-Economic incentives. Cite amount of money spent fighting the fire. (Nebraska Forest Service put out a 2012 summary.)

-Safety aspects: time of year that we're burning; anchoring into previously burned areas; last year's wildfires; extensive planning; meeting national standards for firefighters.

6. Crisis Communication: Function fulfilled by burn boss. Can we offer support?

## **Draft Timeline:**

Start now

Compose, send letters to Volunteer Fire

Determine whether/when to hold community-type forums

Give heads-up/Save the Dates to statewide reporters, i.e., Dave Hendee, Nebraska Public Radio

Assemble list of newspaper, radio, TV targets

Group to look at key messages, make additions

Draft press release for group to review

Put out feelers to any ag publications

-Week of February 25<sup>th</sup> – March 1<sup>st</sup>

Send press releases to local outlets (smoke in the air)

-Week of March 4<sup>th</sup> – 8<sup>th</sup>

Exchange begins

Facebook, Twitter

Invite reporters as is reasonable/safe/weather permitting

Take high quality photos

Hold community forum?

-Week of March 11<sup>th</sup> – 15<sup>th</sup>

Facebook, Twitter

Invite reporters as is reasonable/safe/weather permitting

Take high quality photos

Hold community forum?

-Week of March 18<sup>th</sup> – 22<sup>nd</sup>

Exchange begins

Facebook, Twitter

Ask students to Facebook, Twitter

Invite reporters as is reasonable/safe/weather permitting

Take high quality photos

-After the Exchange

Prepare story for *Prairie Fire*

Send wrap-up press release and photos summarizing results